Amendments to the Claims:

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1.   (Currently Amended) A printing order reception method for accepting an order of a printed matter via network comprising the steps of:

storing print content data used in a case of printing <u>on</u> a first type of printing medium<u>, which is one selected from a group consisting of a business card, an envelope, a post card, a voucher, a stamp, a direct mail, a form and a notebook</u>;

generating print data to be printed on a second type of printing medium by using the stored print content data; and

transmitting the generated print data to an external device<u>, wherein the second type of printing medium is one selected from the group and is different from the first type of printing medium</u>.

2.   (Original) The printing order reception method according to claim 1, further comprising the steps of:

generating a print image to be printed on the second type of printing medium; and

transmitting the generated print image to a network terminal.

3.   (Original) The printing order reception method according to claim 2, further comprising the steps of storing attribute information of the print content data; and

generating the print image by using at least a part of the attribute information stored.

4.   (Original) The printing order reception method according to claim 2, further comprising the step of:

copying at least a part of the attribute information as second attribute information.

5.   (Original) The printing order reception method according to claim 4, further comprising the step of:

generating the print image by using the second attribute information.

6.   (Original) The printing order reception method according to claim 4, further comprising the steps of:

accepting instruction information instructing correction of the second attribute information from the network terminal; and

correcting the second attribute information in accordance with the accepted instruction information.

7.   (Original) The printing order reception method according to claim 3, further comprising the step of:

generating the print image by using the attribute information and attribute information stored in advance and used for the generation of the print data.

8.   (Original) The printing order reception method according to claim 3, further comprising the steps of:

receiving instruction information instructing correction of the attribute information from the network terminal; and

storing the received instruction information.

9.   (Original) The printing order reception method according to claim 3, further comprising the steps of:

receiving instruction information instructing correction of the attribute information from the network terminal;

regenerating the print image in accordance with the received instruction information; and

transmitting the regenerated print image to the network terminal.

10.   (Original) The printing order reception method according to claim 3, further comprising the steps of:

receiving instruction information instructing correction of the attribute information from the network terminal; and

generating the print data in accordance with the received instruction information.

11.   (Original) The printing order reception method according to claim 2, wherein the print image is the same as the print data.

12.   (Original) The printing order reception method according to claim 1, further comprising the steps of:

storing attribute information of the print content data used to print the first type of printing medium; and

generating the print data by using at least a part of the stored attribute information.

13.   (Original) The printing order reception method according to claim 12, further comprising the step of:

copying at least a part of the attribute information as second attribute information.

14.   (Original) The printing order reception method according to claim 13, further comprising the step of:

generating the print data by using the second attribute information.

15.   (Original) The printing order reception method according to claim 12, further comprising the step of:

generating the print image by using the attribute information and attribute information stored in advance and used for the generation of the print data.

16.   (Currently Amended) A printing order reception apparatus for accepting an order of a printed matter via a network comprising:

a print content data storage unit for storing print content data used when printing a first type of printing medium, which is one selected from a group consisting of a business card, an envelope, a post card, a voucher, a stamp, a direct mail, a form and a notebook;

a print data generation unit for employing the print content data stored by the print content data storage unit to generate print data to be printed on a second type of printing medium; and

an external apparatus transmission unit for transmitting the print data generated by the print data generation unit to an external device, wherein the second type of printing medium is one selected from the group and is different from the first type of printing medium.

17.   (Original) The printing order reception apparatus according to claim 16, further comprising:

a print image generation unit for generating a print image to be printed on the second type of printing medium; and

a network terminal transmission unit for transmitting the print image generated by the print image generation unit to a network terminal.

18.   (Original) The printing order reception apparatus according to claim 17, further comprising an attribute information storage unit for storing attribute information of the print content data,

wherein the print image generation unit generates the print image by using at the least a part of the attribute information stored in the attribute information storage unit.

19.   (Original) The printing order reception apparatus according to claim 18, further comprising a copying unit for copying at least a part of the attribute information as second attribute information.

20.   (Original) The printing order reception apparatus according to claim 19, wherein the print image generation unit employs the second attribute information to generate the print image.

21.   (Original) The printing order reception apparatus according to claim 19, further comprising:

an instruction information acceptance unit for accepting instruction information instructing correction of the second attribute information from the network terminal; and

a second attribute information correction unit for correcting the second attribute information in accordance with the instruction information accepted by the instruction information acceptance unit.

22.   (Original) The printing order reception apparatus according to claim 18, wherein the print image generation unit generates the print image by using the attribute information and attribute information stored in advance and used for the generation of the print data.

23.   (Original) The printing order reception apparatus according to claim 18, further comprising:

an instruction information acceptance unit for receiving instruction information instructing correction of the attribute information from the network terminal; and

an instruction information storage unit for storing the instruction information received by the instruction information acceptance unit.

24.   (Original) The printing order reception apparatus according to claim 18, further comprising:

an instruction information acceptance unit for receiving instruction information instructing correction of the attribute information from the network terminal; and

a print image regeneration unit for regenerating the print image in accordance with the instruction information received by the instruction information acceptance unit,

wherein the network terminal transmission unit transmits the print image regenerated by the print image regeneration unit to the network terminal.

25.   (Original) The printing order reception apparatus according to claim 18, further comprising an instruction information acceptance unit for receiving instruction information instructing correction of the attribute information from the network terminal,

wherein the print data generation unit generates the print data in accordance with the instruction information received by the instruction information acceptance unit.

26.   (Original) The printing order reception apparatus according to claim 17, wherein the print image is the same as the print data.

27.   (Original) The printing order reception apparatus according to claim 16, further comprising an attribute information storage unit for storing attribute information of the print content data used to print the first type of printing medium,

wherein the print data generation unit generates the print data by using at least a part of the attribute information stored in the attribute information storage unit.

28.   (Original) The printing order reception apparatus according to claim 27, further comprising a copying unit for copying at least a part of the attribute information as second attribute information.

29.   (Original) The printing order reception apparatus according to claim 28, wherein the print data generation unit employs the second attribute information to generate the print data.

30.   (Original) The printing order reception apparatus according to claim 27, further comprising a print image generation unit for generating the print image by using the attribute information and attribute information stored in advance and used for the generation of the print data.